

THE MUTUAL ICE COMPANY

One of the largest Ice Manufacturing plants and Reicing Station for perishable products, in the country, located in Payne street, extended, Potomac Yards.

One of Alexandria's greatest assets as a distributing point and commercial transportation center, is the large and modern Ice manufacturing plant of the Mutual Ice Company, an organization which has won for itself a wide reputation for manufacturing pure ice and as bottlers of the celebrated Mico drinking water.

Incorporated in 1900 on a comparative small scale with a plant located at the corner of Cameron & Union streets, with a daily capacity of 40 tons, their business has greatly increased, necessitating the construction of the large plant in Potomac Yards, with a yearly capacity of 60,000 tons; a storage capacity of nearly 12,000 tons and employing 75 to 200 men during the season. In 1921 more than 33,000 cars of perishable products were reiced at this station.

While the company operates seven trucks and ten route wagons in the city and suburbs, it has seven service stations so distributed throughout the city that, with few exceptions, no one has to go over three squares to the nearest station, where ice can be bought at plant prices.

The plant is one of the largest in the south, and its sanitary arrangements are of superior character. Its water is taken from two artesian wells, one 401 feet deep from which the famous Mico water comes, and the other is 256 feet deep.

Since the organization of the company, it has never been without a plentiful supply of ice and Alexandria is one of the few cities in the country where there has never been an ice famine.

Its shipping and re-icing facilities are modern and side-tracks are provided for as many as 64 cars, where same can be promptly re-iced.

The compression system raw water type of machinery is used in making ice and experts have pronounced the process in use by the Mutual as one of the best in operation in the country. About 150 cars of coal are used annually, and the plant which is housed in a large brick building covers approximately three acres of grounds including its garages, stables, etc.

What the Mutual Ice Company has meant in the development of Alexandria in the last ten years cannot be overestimated. It has been a great asset and has given the city much advertisement of the most favorable character.

The officers of the company are, Mrs. N. M. Reardon, widow of the late W. M. Reardon, one of its founders, is president; Harry Hammond, general manager and secretary and treasurer; and O. Ashby Reardon, assistant manager.

Mr. Reardon is a member of the Chamber of Commerce, all Masonic bodies, the Kiwanis Club, and is an aggressive citizen and successful business man.

Mr. Hammond is one of the best known ice manufacturers in the country. He is a native of Alexandria, a Mason and a member of the Kiwanis Club, and it a booster for the city.

All of the officers are advocates of the development and expansion of Alexandria. They are boosters for the King Street White Way, and be-

lieve that the building of permanent facilities, which will tie Alexandria to the outside world, means much for the future of the city.

SAMUEL ROSENBERG

Store at 122 Royal and 411 King Street

No review of the commercial and mercantile development of Alexandria would be complete without reference to one of its most enterprising and successful business men—Mr. Samuel Rosenberg, proprietor of two up-to-date stores, one located at 122 North Royal Street, and the other at No. 411 King Street.

The Store at 122 North Royal St. is known as Sam's Sample Shoe Store. Mr. Rosenberg specializes in shoes for every member of the family at this store. The latest in fashion is obtainable for the most reasonable prices.

At the store at 411 King Street, Mr. Rosenberg carries a complete line of wearing apparel for Ladies, Men and Children. Dry goods, and the late Millinery. These two stores are recognized for the quality of their stock and as Mr. Rosenberg guarantees absolute satisfaction. He has built up an extensive trade since he established the business eight years ago.

His motto is to please the public at all times and will be known in the future as the people's store.

Mr. Rosenberg is progressive, public spirited, a member of the Chamber of Commerce, and actively interested in civic affairs, being at all times ready and willing to give of his time and means in support of any cause designed to build up the community and promote the moral and material welfare of its citizens.

CLARK AND ADAMS

Wholesale and Retail Dealers in Flour Feed, Grain, Wood and Coal—Headquarters for Farmers of Fairfax County—Handles Lister's Fertilizers.

One of the biggest assets in increasing the commercial prestige of Fairfax and in making it a more and more satisfactory trading center for this section of Northern Virginia is the firm of Clarke & Adams, for the last eight years headquarters for the farmers of Fairfax and adjoining counties.

The firm also operates a modern flour mill at Vienna with a capacity of fifty barrels daily. The firm acts as distributor for the mills and its flours and feed are in great demand in this section because of their purity and substantial qualities.

The firm also handles grain, wood and coal at wholesale and retail, and carries a complete line of Lister's fertilizers for which brand it is distributor for Fairfax County.

The members of the firm are Messrs Edward F. Clarke and Alfred L. Adams, two of the best known business men of Fairfax County and recognized as aggressive factors in the upbuilding of this section. Mr. Clarke is a member of the Order of Fraternal Americans and the Masonic fraternity, and like Mr. Adams is a native of Fairfax. Mr. Adams is also a member of the Fraternal Americans.

R. E. KNIGHT & SON

Proprietors of Alexandria's Greatest Mercantile Emporium—"We Sell Something of Most Everything" Find Business Improving and Prospects Bright for Future.

Alexandria is recovering from the effects of the depression which has affected business throughout the country.

There is no better evidence of this fact than the increasing trade of the firm of R. E. Knight & Son, proprietors of Alexandria's leading general mercantile and hardware store, and from reports received by Mr. R. E. Knight from his associates in the Retail Merchants Association of Virginia of which he is president.

The Knight business was established in May 1895 on a comparatively small scale and has grown to extensive proportions through the inauguration of modern business methods, and progressive management.

We sell "Something of Everything" is the motto of the store, and although it specializes in hardware, paints, and oils, sporting goods, etc., there is found in its mammoth stock other lines of merchandise essential to the convenience of the home and the farm.

These include tinware, chinaware, kitchen utensils, tools, bicycles, stationery, toilet articles and preparations, aluminum ware, Sporting goods, paints and varnishes, Ice cream freezers, magazines, and tobacco. The store occupies four floors of a large modern brick building and its stock is well arranged for the inspection of its customers. The general assortment of its stock including the best merchandise in every line, makes the store a popular trading center for out-of-town shoppers and

no concern in Alexandria is better known among the people of Northern Virginia who makes a practice of shopping in Alexandria.

The business of this firm is built on service and orders are delivered within a radius of twenty-five miles of Alexandria. A large motor truck is provided for this purpose.

The firm usually employs eight clerks but during the last two months of the year it had fourteen on its payroll.

Mr. R. E. Knight is one of the most prominent retail merchants in Virginia. He has taken an active part in the organization and maintenance of the Virginia Retail Merchants Association, now serving as its president. He is recognized as a man of forward ideas in the handling of mercantile problems, recognizing that co-operation and service are essential in building up confidence of the public.

Mr. Knight has been active in public affairs in the city for a quarter of a century. He is now a police commissioner, is a member of the Chamber of Commerce, and is prominent in civic affairs. He is an advocate of building a ferry across the Potomac, connecting Southern Maryland and Virginia. No man stands higher in the commercial and mercantile world and he is recognized for his progress and public spirit.

Mr. F. Clinton Knight, junior member of the firm, is a member of the Kiwanis Club, the Masons and Red Men, and of the American Legion, being a leader among the younger business men.

A dry goods expert says that the number of women who take forty-inch bust size or over is about a third of the whole female population.

J. M. REED

Successor to Sanders & Stayman Company, Dealers in Pianos and Other Musical Instruments—The Music House of Alexandria

For eleven years the music house of Alexandria has been recognized as that presided over by Mr. J. M. Reed, one of the leading citizens of the city, and located at 611-613 King Street, where for many years the well known firm of Sanders & Stayman Company, Incorporated, held forth.

When Mr. Reed took over the business in 1910 he immediately set about enlarging and developing its importance, and today he has built up a business which is confined not to Alexandria alone but which extends throughout Northern Virginia and Maryland.

The house carries a complete stock of high grade pianos, player pianos, and organs as well as the famous Victor Victrolas, Records, Cabinets, and Albums. Old violins are a specialty with Mr. Reed, and he also handles sheet music and musical merchandise.

The line of musical instruments is the most extensive in the city, and the store, which has some 4,000 or 5,000 square feet of floor space, is equipped with modern sound-proof booths for the demonstration of Victrolas.

A repair department is operated and pianos are made moth proof, while expert tuners are employed. Experienced workmen are also supplied for packing and moving pianos and other musical instruments.

Mr. Reed also handles a large line of athletic goods and sporting paraphernalia. He has four courteous

experienced clerks and operates two automobile trucks for the delivery of orders.

Mr. Reed is a widely known citizen of Alexandria, is a member of the Chamber of Commerce and Kiwanis Club, and is affiliated with the Masons, Travelers Protective Association, Elks, and Red Deer.

As a member of the city council Mr. Reed is a leader in movements for public improvements. He is an advocate of the King Street White Way and the new public highway to Fairfax Court House and is a public servant who believes in serving the public.

L. B. BRANTLEY

Leading Electrical Contractor of Clarendon and Proprietor of Modern Electrical Supply House—Carries Large Stock and Is Well Known.

Increasing demand for electrical conveniences naturally calls for expert electricians and installation men everywhere, and Clarendon and this section of Arlington County are exceptionally fortunate in having located here Mr. L. B. Brantley, electrical contractor and proprietor of a modern electrical supply house at 108 Wilton Boulevard, Clarendon, Va.

Mr. Brantley who has had more than eleven years of experience in the electrical business opened his business at Clarendon the first of this year, and has already built up an extensive trade and patronize. He makes a specialty of house-wiring along the most up-to-date and careful lines.

In the store he carries a full stock of electrical appliances, including the

washing machines, percolators, etc.

Mr. Brantley has been a resident of Clarendon for eleven years and is well and favorably known in this section. He is popular, progressive and public spirited and is always found ready and willing to give of his time and means in support of any cause designed to build up the community.

SAUNDERS AND SON

Are now Listed Among the Largest and Most Progressive of the City's Jewelers.

From a store that boasted of a few thousands of dollars worth of stock to a display of jewelry, silverware, cut glass and other articles carried by up-to-the minute jewelers, mounting into the hundreds of thousands of dollars in worth is the story of the progress made during the past sixteen years, by Saunders & Sons, one of the city's leading jewelry stores.

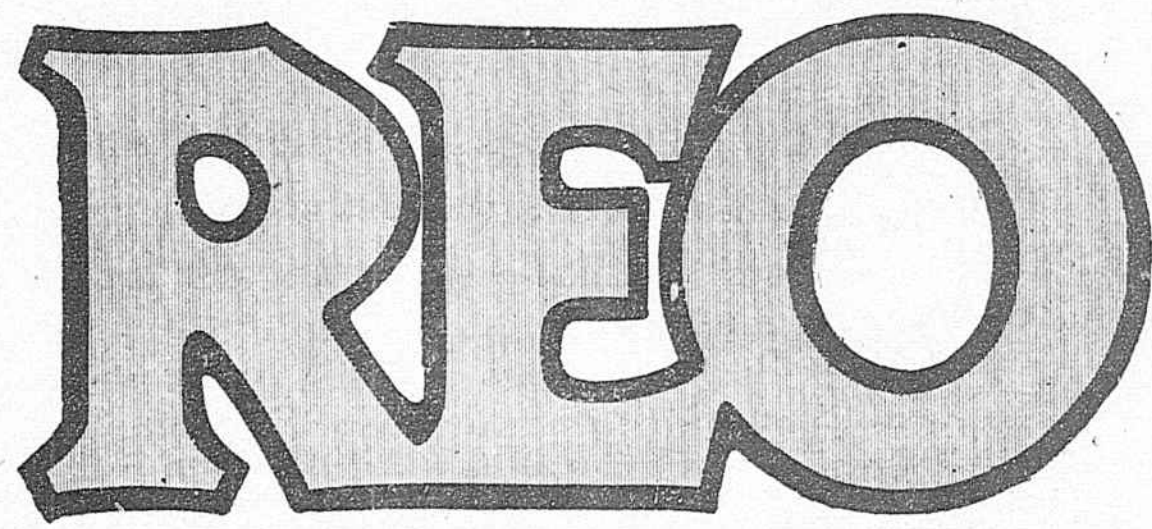
The store of Saunders & Son was opened in 1906 at its present location, 629 King street. The business has always been under the active and efficient management of Mr. Floyd Saunders, the junior partner and that it has prospered during the intervening years is evidenced by the fact that the stock carried at the present time is worth many times what the original display of jewelry was listed at.

Mr. Saunders has always been one of the first in the city to get actively behind every new movement for the betterment of the city and has justly earned the title of being one of the progressive boosters for a Bigger and Better Alexandria.

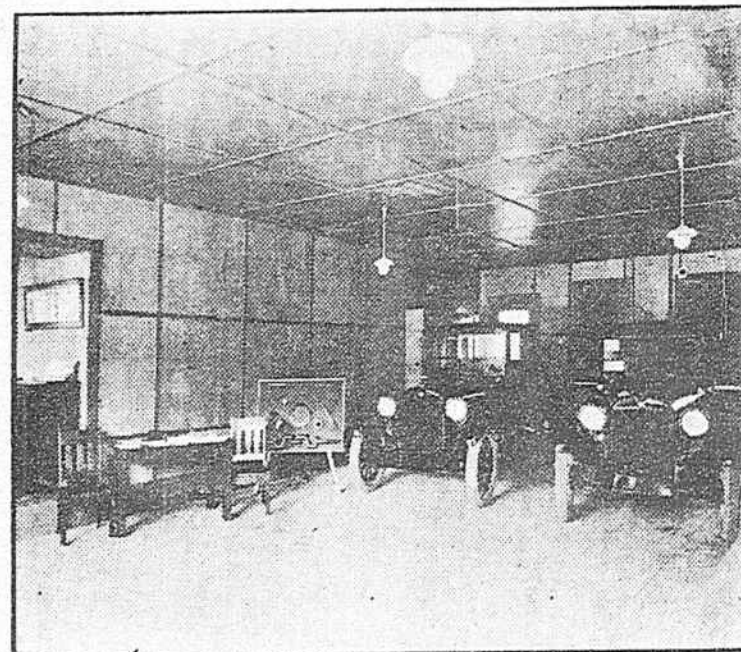
Australia has no active volcanoes.

J. M. Dickerson

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